

E-Commerce Performance Indicators

Topic	ECONOMICS
Performance Indicators	<p>Basic Concepts</p> <p>Distinguish between economic goods and services (EC:002, EC LAP 10) (CS)</p> <p>Explain the concept of economic resources (EC:003, EC LAP 14) (CS)</p> <p>Describe the nature of economics and economic activities (EC:001, EC LAP 6) (CS)</p> <p>Determine forms of economic utility created by marketing activities (EC:004, EC LAP 13) (CS)</p> <p>Explain the principles of supply and demand (EC:005, EC LAP 11) (CS)</p> <p>Describe the concept of price (EC:006, EC LAP 12) (CS)</p>
Topic	Economic Systems
Performance Indicators	<p>Explain the types of economic systems (EC:007, EC LAP 17) (CS)</p> <p>Determine the relationship between government and business (EC:008, EC LAP 16) (CS)</p> <p>Explain the concept of private enterprise (EC:009, EC LAP 15) (CS)</p> <p>Identify factors affecting a business's profit (EC:010, EC LAP 2) (CS)</p> <p>Determine factors affecting business risk (EC:011, EC LAP 3) (CS)</p> <p>Explain the concept of competition (EC:012, EC LAP 8) (CS)</p>
Topic	Cost/Profit Relationships
Performance Indicators	<p>Explain the concept of productivity (EC:013, EC LAP 18) (CS)</p> <p>Analyze the impact of specialization/division of labor on productivity (EC:014, EC LAP 7) (SP)</p> <p>Explain the concept of organized labor and business (EC:015, EC LAP 5) (SP)</p> <p>Explain the economic impact of e-commerce (EC:063) (SP)</p> <p>Explain the law of diminishing returns (EC:023) (SP)</p>
Topic	Economic Indicators/Trends
Performance Indicators	<p>Explain measures used to analyze economic conditions (EC:043) (SP)</p> <p>Explain the role of the Consumer Price Index in business (EC:044) (SP)</p> <p>Explain the concept of Gross Domestic Product (EC:017, EC LAP 1) (SP)</p> <p>Determine the impact of business cycles on business activities (EC:018, EC LAP 9) (SP)</p> <p>Describe the nature of current economic problems (EC:038) (SP)</p>
Topic	International Concepts
Performance Indicators	<p>Explain the nature of international trade (EC:016, EC LAP 4) (SP)</p> <p>Identify the impact of cultural and social environments on world trade (EC:045) (SP)</p> <p>Describe the impact of e-commerce on international trade (EC:064) (SP)</p> <p>Evaluate influences on a nation's ability to trade (EC:042) (M/E)</p>

COMMUNICATION AND INTERPERSONAL SKILLS

Topic

Fundamentals of Communication

Performance Indicators

Explain the nature of effective communications (CO:015) (PQ)
 Apply effective listening skills (CO:017) (PQ)
 Use proper grammar and vocabulary (CO:004) (PQ)
 Reinforce service orientation through communication (CO:018) (CS)
 Explain the nature of effective verbal communications (CO:147) (PQ)
 Address people properly (CO:005) (PQ)
 Handle telephone calls in a businesslike manner (CO:114) (CS)
 Persuade others (CO:024) (SP)
 Make oral presentations (CO:025) (SP)
 Explain the nature of written communications (CO:016) (CS)
 Write business letters (CO:133) (CS)
 Write informational messages (CO:039) (CS)
 Write inquiries (CO:040) (CS)
 Write persuasive messages (CO:031) (SP)
 Prepare simple written reports (CO:094) (SP)
 Prepare complex written reports (CO:009) (M/E)
 Use communications technologies/systems (e.g., e-mail, faxes, voice mail, cell phones, etc.) (CO:041) (CS)

Topic

Staff Communications

Performance Indicators

Follow directions (CO:119) (PQ)
 Explain the nature of staff communication (CO:014) (CS)
 Explain the use of inter-departmental/company communications (CO:011) (CS)
 Give directions for completing job tasks (CO:139) (SU)
 Conduct staff meetings (CO:140) (SU)

Topic

Ethics in Communication

Performance Indicators

Respect the privacy of others (CO:042) (PQ)
 Describe ethical considerations in providing information (CO:043) (SP)
Explain ethical issues in online communications (CO:051) (SP)

Topic

Group Working Relationships

Performance Indicators

Treat others fairly at work (IS:001, HR LAP 24) (PQ)
 Develop cultural sensitivity (IS:002) (CS)
 Foster positive working relationships (IS:003, HR LAPs 1,9) (CS)
 Participate as a team member (IS:004) (CS)

COMMUNICATION AND INTERPERSONAL SKILLS**Topic****Customer Relationships****Performance Indicators**

Explain the nature of positive customer/client relations (IS:005) (CS)
 Demonstrate a customer-service mindset (IS:006, HR LAP 32) (CS)
 Handle customer inquiries (IS:007) (CS)
 Explain management's role in customer relations (IS:008) (M/E)

Topic**Dealing with Conflict****Performance Indicators**

Show empathy for others (IS:009, HR LAP 17) (PQ)
 Use appropriate assertiveness (IS:010, HR LAP 16) (PQ)
 Demonstrate problem-solving skills (IS:011) (PQ)
 Demonstrate negotiation skills (IS:012) (SP)
 Handle difficult customers (IS:013, HR LAP 21) (CS)
 Interpret business policies to customers/clients (IS:014, HR LAP 25) (CS)
 Handle customer/client complaints (IS:015, HR LAP 23) (CS)
 Handle situations when the customer is at fault (IS:016) (CS)
 Explain the nature of organizational change (IS:017) (SP)
 Describe the nature of organizational conflict (IS:018) (SP)
 Explain the nature of stress management (IS:019) (SP)

PROFESSIONAL DEVELOPMENT**Topic****Self-Understanding****Performance Indicators**

Identify desirable personality traits important to business (PD:001, HR LAP 10) (PQ)
 Maintain appropriate personal appearance (PD:002, HR LAP 13) (PQ)
 Maintain positive attitude (PD:003, HR LAP 11) (PQ)
 Demonstrate interest and enthusiasm (PD:004, HR LAP 20) (PQ)
 Demonstrate responsible behavior (PD:005, HR LAP 5) (PQ)
 Demonstrate honesty and integrity (PD:006, HR LAP 19) (PQ)
 Recognize personal biases and stereotypes (PD:007) (PQ)
 Demonstrate ethical work habits (PD:008, HR LAP 33) (PQ)
 Demonstrate orderly and systematic behavior (PD:009, HR LAP 4) (PQ)
 Demonstrate initiative (PD:010, HR LAP 14) (PQ)
 Demonstrate self-control (PD:011, HR LAP 18) (PQ)
 Demonstrate appropriate creativity (PD:012, PD LAP 2) (SP)

Topic**Self-Development****Performance Indicators**

Assess personal interests and skills needed for success in business (PD:013, HR LAP 2) (PQ)
 Explain the concept of self-esteem (PD:014, HR LAP 12) (PQ)

PROFESSIONAL DEVELOPMENT**Topic****Self-Development****Performance Indicators**

Use feedback for personal growth (PD:015, HR LAP 3) (PQ)
 Adjust to change (PD:016, HR LAP 8) (PQ)
 Make decisions (PD:017) (CS)
 Set personal goals (PD:018, HR LAP 6) (CS)
 Use time-management principles (PD:019, PD LAP 1) (SP)

Topic**Career Planning****Performance Indicators**

Analyze employer expectations in the business environment (PD:020) (PQ)
 Explain the rights of workers (PD:021) (PQ)
 Identify sources of career information (PD:022) (CS)
 Identify tentative occupational interest (PD:023) (CS)
 Explain employment opportunities in business (PD:025) (CS)
 Explain employment opportunities in marketing (PD:024, CD LAP 2) (CS)
Explain employment opportunities in e-commerce (PD:065, PD LAP 3) (CS)

Topic**Job-Seeking Skills****Performance Indicators**

Utilize job-search strategies (PD:026) (PQ)
 Complete a job application (PD:027) (PQ)
 Interview for a job (PD:028) (PQ)
 Write a follow-up letter after job interviews (PD:029) (CS)
 Write a letter of application (PD:030) (CS)
 Prepare a résumé (PD:031) (CS)

Topic**Continuing Development****Performance Indicators**

Describe techniques for obtaining work experience (e.g., volunteer activities, internships) (PD:032) (PQ)
 Explain the need for ongoing education as a worker (PD:033) (PQ)
 Explain possible advancement patterns for jobs (PD:034) (PQ)
 Identify skills needed to enhance career progression (PD:035) (SP)
 Utilize resources that can contribute to professional development (e.g., trade journals/periodicals, professional/trade associations, classes/seminars, trade shows, and mentors) (PD:036, CD LAP 1) (SP)
 Use networking techniques for professional growth (PD:037) (SP)

Topic

Performance Indicators

BUSINESS, MANAGEMENT, AND ENTREPRENEURSHIP**Business Fundamentals**

Explain the role of business in society (BA:001, MB LAP 6) (CS)

Explain the nature of retailing (BA:061) (CS)

Explain the nature of e-commerce (BA:209) (CS)

Describe types of business activities (BA:002, MB LAP 10) (CS)

Explain marketing and its importance in a global economy (BA:003, MB LAP 1) (CS)

Describe marketing functions and related activities (BA:004, MB LAP 2) (CS)

Explain the impact of the Internet on marketing (BA:208, BA LAP 3) (CS)

Explain the concept of merchandising (BA:068) (CS)

Explain the nature and scope of purchasing (BA:005, PU LAP 1) (CS)

Explain the impact of the Internet on purchasing (BA:210) (CS)

Place orders/reorders (BA:073) (CS)

Explain company buying/purchasing policies (BA:006) (SP)

Explain the nature of the buying process (BA:007) (SP)

Explain the nature of buyer reputation/vendor relationships (BA:008) (SP)

Conduct vendor search (BA:009) (SP)

Choose vendors (BA:010) (M/E)

Negotiate contracts with vendors (BA:011) (M/E)

Review performance of vendors (BA:012) (M/E)

Explain the concept of production (BA:013, BA LAP 1) (CS)

Explain the concept of accounting (BA:014, MB LAP 9) (CS)

Calculate net sales (BA:015) (SP)

Describe the nature of cash-flow statements (BA:016, MN LAP 60) (SP)

Prepare cash-flow statements (BA:017) (M/E)

Explain the nature of balance sheets (BA:018) (SP)

Prepare balance sheets (BA:019) (M/E)

Explain the nature of profit-and-loss statements (BA:020, MN LAP 61) (SP)

Prepare profit-and-loss statements (BA:021) (M/E)

Explain the concept of management (BA:022, MB LAP 8) (CS)

Describe the nature of business records (BA:023, MN LAP 58) (SP)

Describe the nature of budgets (BA:024, MN LAP 59) (SP)

Describe crucial elements of a quality culture (BA:025) (SP)

Describe the role of management in the achievement of quality (BA:026) (M/E)

Explain the nature of managerial ethics (BA:027) (M/E)

Explain types of business ownership (BA:028, MB LAP 7) (CS)

Describe current business trends (BA:029) (SP)

Discuss issues in e-commerce (BA:211, BA LAP 4 scheduled) (SP)

Discuss trends in e-commerce (BA:212) (SP)

BUSINESS, MANAGEMENT, AND ENTREPRENEURSHIP**Topic****Technological Tools****Performance Indicators**

Identify ways that technology impacts business (BA:030) (CS)
 Use e-mail functions (BA:214) (CS)
 Demonstrate basic search skills on the Web (BA:035) (CS)
 Demonstrate basic word-processing skills (BA:031) (CS)
 Demonstrate basic presentation software skills (BA:032) (CS)
 Demonstrate basic database skills (BA:033) (CS)
 Demonstrate basic spreadsheet skills (BA:034) (CS)
Demonstrate basic desktop publishing functions (BA:215) (CS)
Integrate software applications (BA:216) (CS)
 Create and post basic web page (BA:217) (CS)
Describe tools used in web site creation (BA:218) (SP)
Explain basic programming languages (BA:219) (SP)
Identify capabilities of Internet/Web programming (BA:220) (SP)
Select web host (BA:221) (M/E)

Topic**Business Risks****Performance Indicators**

Explain types of business risk (BA:036) (CS)
 Identify speculative business risks (BA:037) (M/E)
 Describe the concept of insurance (BA:038) (CS)
 Obtain insurance coverage (BA:039) (M/E)
 Settle insurance losses (BA:040) (M/E)
 Explain routine security precautions (BA:041, RM LAP 4) (CS)
Identify strategies for protecting business's web site (BA:222) (SP)
Identify strategies for protecting online customer transactions (BA:223) (SP)
 Develop strategies to protect digital data (BA:042) (M/E)
 Establish policies/procedures for preventing internal theft (BA:043) (M/E)
 Develop policies and procedures for preventing vendor theft (BA:044) (M/E)
 Develop procedures for preventing burglary (BA:045) (M/E)
 Follow safety precautions (BA:046, RM LAP 2) (CS)
 Explain procedures for handling accidents (BA:047, RM LAP 3) (CS)
 Explain procedures for dealing with workplace threats (BA:048) (CS)
 Correct hazardous conditions (BA:049) (M/E)
 Establish fire-prevention program (BA:050) (M/E)
 Establish safety policies and procedures (BA:051) (M/E)
 Explain the nature of risk management (BA:052, BA LAP 2) (M/E)

Topic**Business Regulation****Performance Indicators**

Describe legal issues affecting businesses (BA:053) (SP)
Describe legal considerations in e-commerce (BA:224, BA LAP 5 scheduled) (M/E)
 Describe the nature of legally binding contracts (BA:054) (SP)
 Explain the nature of personnel regulations (BA:055) (SU)
 Explain the nature of workplace regulations (including OSHA, ADA) (BA:056) (SU)
 Explain the nature of trade regulations (BA:057) (M/E)

BUSINESS, MANAGEMENT, AND ENTREPRENEURSHIP**Topic****Business Regulation****Performance Indicators**

Explain the nature of environmental regulations (BA:058) (M/E)
 Explain the nature of tax regulations on business (BA:059) (M/E)
 Explain the nature of businesses' reporting requirements (BA:060) (M/E)
Record and report sales tax (BA:096) (M/E)

Topic**Organizing****Performance Indicators**

Develop project plan (MN:153) (SP)
Develop e-commerce project plan (MN:182) (M/E)
 Describe ethics in personnel issues (MN:154) (SU)
 Plan and organize the work efforts of others (MN:723) (SU)
 Schedule employees (MN:044) (SU)
 Delegate responsibility for job tasks (MN:119) (SU)
 Establish standards for job performance (MN:122) (SU)
 Develop a personnel organizational plan (MN:042) (M/E)
 Develop job descriptions (MN:043) (M/E)
 Establish personnel policies (MN:039) (M/E)
 Explain the nature of wage and benefit programs (MN:027) (M/E)
 Develop compensation plan (MN:123) (M/E)

Topic**Staffing****Performance Indicators**

Determine hiring needs (MN:734) (SU)
 Recruit new employees (MN:017) (SU)
 Select new employees (MN:018) (SU)
 Conduct exit interviews (MN:133) (SU)
 Dismiss/fire employees (MN:134) (SU)
 Maintain personnel records (MN:033) (M/E)

Topic**Leading****Performance Indicators**

Orient new employees (MN:078) (CS)
 Orient new employees (management's role) (MN:691, MN LAP 44) (SU)
 Explain the role of training and human resource development (MN:019, MN LAP 42) (SU)
 Explain the nature of management/supervisory training (MN:024, MN LAP 50) (SU)
 Conduct training class/program (MN:020) (SU)
 Explain the nature of leadership in organizations (MN:030, MN LAP 41) (SU)
 Explain ways to build employee morale (MN:025, MN LAP 40) (SU)
 Explain the concept of staff motivation (MN:029, MN LAP 47) (SU)
 Explain the relationship between communication and employee motivation (MN:031, MN LAP 54) (SU)
 Explain the concept of employee participation in decision-making (MN:041) (SU)
 Provide feedback about work efforts (MN:130) (SU)
 Encourage team building (MN:132) (SU)

BUSINESS, MANAGEMENT, AND ENTREPRENEURSHIP**Topic****Leading****Performance Indicators**

Handle employee complaints and grievances (MN:034, MN LAP 45) (SU)
 Ensure equitable opportunities for employees (MN:084, MN LAP 55) (SU)
 Assess employee morale (MN:155) (SU)
 Assess employee performance (MN:021) (SU)
 Explain the nature of remedial action (MN:047, MN LAP 53) (SU)

Topic**Controlling****Performance Indicators**

Explain the nature of overhead/operating costs (MN:081) (SP)
 Explain employee's role in expense control (MN:016, MN LAP 56) (SP)
 Control use of supplies (MN:156) (SU)
Explain costs associated with e-commerce (MN:183) (M/E)
 Describe the nature of managerial control (control process, types of control, what is controlled) (MN:135) (SP)
 Identify routine activities for maintaining business facilities and equipment (MN:157) (SP)
 Plan maintenance program (MN:158) (M/E)
 Negotiate service and maintenance contracts (MN:159) (M/E)
 Negotiate lease or purchase of facility (MN:160) (M/E)
 Explain the nature of operating budgets (MN:083) (SU)
 Develop company's budget (MN:653) (M/E)
 Use budgets to control operations (MN:063) (M/E)
 Develop expense-control plans (MN:059) (M/E)
 Analyze cash-flow patterns (MN:099) (M/E)
 Calculate financial ratios (MN:161) (M/E)
Determine return on investment (ROI) for e-commerce (MN:184) (M/E)
 Interpret financial statements (MN:162) (M/E)
 Analyze operating results in relation to budget/industry (MN:069) (M/E)
 Prepare financial statements for audit (MN:163) (M/E)

Topic**Planning****Performance Indicators**

Explain the nature of business plans (MN:101) (M/E)
 Determine technical assistance needed by business owners (MN:087) (M/E)
 Develop company objectives (for a strategic business unit) (MN:074) (M/E)
 Develop strategies to achieve company goals/objectives (MN:100) (M/E)
 Explain external planning considerations (MN:035, MN LAP 43) (M/E)
 Identify assumptions for creating projected cash-flow statements (MN:164) (M/E)
 Identify assumptions for creating projected profit-and-loss statements (for a new business) (MN:165) (M/E)
 Develop business plan (MN:102) (M/E)
Incorporate e-commerce considerations into business plan (MN:185) (M/E)

Topic	DISTRIBUTION
Performance Indicators	<p>Nature and Scope</p> <p>Explain the nature and scope of distribution (DS:001, DS LAP 1) (CS) Explain the nature of channels of distribution (DS:055, MB LAP 3) (CS) Describe the use of technology in the distribution function (DS:054) (CS) Explain legal considerations in distribution (DS:058) (SP) Describe ethical considerations in distribution (DS:059) (SP) Explain distribution issues and trends in e-commerce (DS:082) (SP)</p>
Topic	Warehousing/Stock Handling
Performance Indicators	<p>Explain the receiving process (DS:004, DS LAP 5) (CS) <i>Process incoming merchandise (DS:085) (CS)</i> <i>Resolve problems with incoming shipments (DS:086) (CS)</i> <i>Process returned/damaged product (DS:009) (CS)</i> <i>Establish receiving schedules (DS:038) (M/E)</i> Explain storing considerations (DS:013) (CS) <i>Store merchandise (DS:087) (CS)</i> <i>Select appropriate storage equipment (DS:014) (M/E)</i> <i>Plan storage space (DS:039) (M/E)</i> Explain the nature of warehousing (DS:032) (CS)</p>
Topic	Order Fulfillment
Performance Indicators	<p>Explain the relationship between customer service and distribution (DS:029) (CS) Explain the nature of e-CRM (DS:083) (SP) Prepare invoices (DS:030) (CS) Use an information system for order fulfillment (DS:056) (CS) Explain shipping processes (DS:057) (CS) Fulfill orders (DS:088) (CS) <i>Select best shipping method (DS:044) (SP)</i> <i>Analyze shipping needs (DS:045) (M/E)</i> Analyze capabilities of electronic business systems to facilitate order fulfillment (DS:084) (M/E) Assess order fulfillment processes (DS:089) (M/E)</p>
Topic	Inventory Control
Performance Indicators	<p><i>Maintain inventory levels (DS:023) (CS)</i> Complete inventory counts (DS:025, DS LAP 6) (CS) <i>Plan/organize inventory counts (DS:024) (M/E)</i> Explain the nature of inventory control systems (DS:019, DS LAP 2) (CS) Explain types of unit inventory control systems (DS:022, DS LAP 3) (SP) <i>Determine inventory shrinkage (DS:026, DS LAP 4) (SP)</i> Maintain inventory control systems (DS:091) (SP) Develop inventory control systems (DS:092) (M/E)</p>

DISTRIBUTION**Topic****Management of Distribution****Performance Indicators**

Coordinate distribution with other marketing activities (DS:048) (SP)

Explain the nature of channel-member relationships (DS:049) (SP)

Develop collaborative relationships with channel members (DS:093) (M/E)

Explain the nature of channel strategies (DS:028) (M/E)

Select channels of distribution (DS:050) (M/E)

Evaluate channel members (DS:051) (M/E)

Establish system for processing dead/excess merchandise (DS:094) (M/E)

Value inventory (LIFO, FIFO) (DS:052) (M/E)

Evaluate inventory (stock turnover, gross margin, return on inventory, open to buy) (DS:053) (M/E)

FINANCING**Topic****Nature and Scope****Performance Indicators**

Explain the nature and scope of financing (FI:001) (CS)

Describe the use of technology in the financing function (FI:038) (SP)

Analyze critical banking relationships (FI:039) (M/E)

Topic**Extending Credit****Performance Indicators**

Explain the purposes and importance of credit (FI:002, FI LAP 2) (CS)

Identify strategies for electronic payment (FI:049) (M/E)

Make critical decisions regarding acceptance of bank cards (FI:040) (M/E)

Topic**Obtaining Business Credit****Performance Indicators**

Explain the purpose and importance of obtaining credit (business) (FI:023) (M/E)

Identify risks associated with obtaining business credit (FI:041) (M/E)

Describe sources of financing for businesses (FI:031) (M/E)

Explain loan evaluation criteria used by lending institutions (FI:034) (M/E)

Determine financing needed for business operations (FI:043) (M/E)

Determine financing needed to start a business (FI:036) (M/E)

Complete loan application package (FI:033) (M/E)

MARKETING-INFORMATION MANAGEMENT**Topic****Nature and Scope****Performance Indicators**

Describe the need for marketing information (IM:012) (CS)

Assess marketing-information needs (IM:182) (M/E)

Explain the nature and scope of the marketing-information management function (IM:001, IM LAP 2) (SP)

Develop marketing-information management system (IM:163) (M/E)

MARKETING-INFORMATION MANAGEMENT**Topic****Nature and Scope****Performance Indicators**

Explain the role of ethics in marketing-information management (IM:025) (SP)
Explain privacy issues in e-commerce (IM:228) (M/E)
 Describe the use of technology in the marketing-information management function (IM:183) (SP)

Topic**Information Gathering****Performance Indicators**

Identify information monitored for marketing decision making (IM:184) (SP)
 Describe sources of secondary data (IM:011) (SP)
 Search the Internet for marketing information (IM:185) (SP)
 Monitor internal records for marketing information (IM:186) (SP)
 Collect marketing information from others (e.g., customers, staff, vendors) (IM:187) (SP)
 Conduct an environmental scan to obtain marketing information (IM:188) (SP)
Identify data available through online tracking methods (IM:229) (SP)
Use online marketing research tools/techniques to collect primary data (IM:230) (SP)
 Explain the nature of marketing research in a marketing-information management system (IM:010, IM LAP 5) (SP)

Topic**Information Processing****Performance Indicators**

Maintain customer database (IM:231) (CS)
 Describe techniques for processing marketing information (IM:062) (SP)
 Explain the use of databases in organizing marketing data (IM:063) (SP)
 Design a database for retrieval of information (IM:189) (SP)
Explain the use of data mining (IM:232) (SP)
 Use results of data mining to make marketing decisions (IM:233) (SP)
 Use database for information analysis (IM:190) (SP)
Use web site tracking methods for decision making (IM:234) (SP)
 Interpret descriptive statistics for marketing decision making (IM:191) (SP)

Topic**Information Reporting****Performance Indicators**

Write marketing reports (IM:192) (SP)
 Present report findings and recommendations (IM:193) (SP)

MARKETING-INFORMATION MANAGEMENT**Topic****Marketing Planning****Performance Indicators**

- Explain the concept of marketing strategies (IM:194, MB LAP 4) (CS)
 - Identify considerations in implementing international marketing strategies (IM:195) (M/E)
- Explain the concept of market and market identification (IM:196, MB LAP 5) (CS)
 - Select target market (IM:160) (M/E)
 - Identify online target market (IM:235) (M/E)**
- Explain the nature of marketing plans (IM:197) (SP)
 - Explain the role of situational analysis in the marketing-planning process (IM:140) (SP)
 - Conduct SWOT analysis for use in marketing planning process (IM:141) (M/E)
 - Explain the nature of sales forecasts (IM:003, IM LAP 3) (SP)
 - Forecast sales (IM:009, IM LAP 4) (M/E)
 - Develop marketing plan (IM:198) (M/E)
 - Incorporate e-commerce considerations into marketing plan (IM:236) (M/E)**
- Describe measures used to control marketing planning (IM:145) (M/E)
 - Evaluate performance of marketing plan (IM:199) (M/E)
 - Conduct marketing audits (IM:162) (M/E)

PRICING**Topic****Nature and Scope****Performance Indicators**

- Explain the nature and scope of the pricing function (PI:001, PI LAP 2) (SP)
 - Describe Internet pricing models (PI:042) (SP)**
- Describe the role of business ethics in pricing (PI:015) (SP)
- Explain the use of technology in the pricing function (PI:016) (SP)
- Explain legal considerations for pricing (PI:017) (SP)

Topic**Determining Prices****Performance Indicators**

- Explain factors affecting pricing decisions (PI:002, PI LAP 3) (SP)
 - Describe the impact of the Internet on pricing decisions (PI:043) (SP)**
- Select approach for setting a base price (cost, demand, competition) (PI:018) (M/E)
 - Determine cost of product (breakeven, ROI, markup) (PI:019) (M/E)
 - Calculate break-even point (PI:006, PI LAP 4) (M/E)
- Identify strategies for pricing new products (for imitative new products, for innovative new products) (PI:020) (M/E)
- Select product-mix pricing strategies (product line, option-product, captive-product, by-product, product bundle) (PI:021) (M/E)
- Determine discounts and allowances that can be used to adjust base prices (PI:022, PU LAP 3) (M/E)
- Use psychological pricing to adjust base prices (PI:005, PI LAP 1) (M/E)
- Select promotional pricing strategies used to adjust base prices (PI:023) (M/E)

Topic	PRICING
Performance Indicators	<p>Determining Prices</p> <p>Determine geographic pricing strategies to adjust base prices (PI:024) (M/E) Identify segmented pricing strategies that can be used to adjust base prices (PI:025) (M/E) Set prices (PI:007) (M/E) Adjust prices to maximize profitability (PI:008) (M/E)</p>
Topic	PRODUCT/SERVICE MANAGEMENT
Performance Indicators	<p>Nature and Scope</p> <p>Explain the nature and scope of the product/service management function (PM:001, PP LAP 5) (SP) Identify the impact of product life cycles on marketing decisions (PM:024) (SP) Describe the use of technology in the product/service management function (PM:039) (SP) Explain business ethics in product/service management (PM:040) (SP)</p>
Topic	Quality Assurances
Performance Indicators	<p>Describe the uses of grades and standards in marketing (PM:019, PM LAP 8) (CS) Explain warranties and guarantees (PM:020, PP LAP 4) (CS) Identify consumer protection provisions of appropriate agencies (PM:017, PP LAP 7) (SP) Maintain/Update web site (PM:113, PM LAP 9 scheduled) (SP)</p>
Topic	Product Mix
Performance Indicators	<p>Explain the concept of product mix (PM:003, PP LAP 3) (SP) Describe the nature of product bundling (PM:041) (SP) Explain the use of customization strategies in e-commerce activities (PM:114) (SP) Plan product mix (PM:006) (M/E) Determine services to provide customers (PM:036) (M/E)</p>
Topic	Positioning
Performance Indicators	<p>Describe factors used by marketers to position products/businesses (PM:042) (SP) Explain the use of personalization strategies in e-commerce activities (PM:115) (SP) Explain the nature of branding (PM:021, PP LAP 6) (SP) Optimize business's web site placement with major search engines and directories (PM:116) (SP) Use the Internet to build brand equity (PM:117) (M/E)</p>

PRODUCT/SERVICE MANAGEMENT**Topic****Positioning****Performance Indicators**

Explain the role of customer service in positioning/image (PM:013, PP LAP 1) (M/E)

Explain customer-service issues in e-commerce (PM:118) (M/E)

Develop strategies to position product/business (PM:043) (M/E)

Evaluate e-customer experience (PM:119) (M/E)

Topic**Retail Product Considerations****Performance Indicators**

Explain the nature of merchandise plans (budgets) (PM:061) (SP)

Plan stock (PM:062) (SP)

Plan reductions (PM:063) (SP)

Plan purchases (PM:064) (SP)

Determine what to buy (PM:120) (SP)

Determine quantities to buy (PM:121) (SP)

Determine when to buy (PM:122) (SP)

Plan gross margin (PM:065) (M/E)

Prepare merchandise plan (budget) (PM:067) (M/E)

PROMOTION**Topic****Nature and Scope****Performance Indicators**

Explain the communication process used in promotion (PR:084) (CS)

Explain the role of promotion as a marketing function (PR:001, PR LAP 2) (CS)

Explain the types of promotion (PR:002, PR LAP 4) (CS)

Identify the elements of the promotional mix (PR:003, PR LAP 1) (SP)

Describe the use of business ethics in promotion (PR:099) (SP)

Describe the use of technology in the promotion function (PR:100) (SP)

Describe the regulation of promotion (PR:101) (SP)

Topic**Advertising****Performance Indicators**

Explain the types of advertising media (PR:007, PR LAP 3) (SP)

Explain components of advertisements (PR:014, PR LAP 7) (SP)

Write promotional messages that appeal to targeted markets (PR:016, PR LAP 9) (SP)

Explain the nature of direct advertising strategies (PR:089) (SP)

Describe considerations in using data bases in advertising (PR:091) (SP)

Explain the nature of online advertisements (PR:164) (SP)

Explain the nature of e-mail marketing (PR:165, PR LAP 13 scheduled) (SP)

Write content for use on the Internet (PR:163) (SP)

Execute targeted e-mails (PR:166, PR LAP 14 scheduled) (SP)

Select strategies for online advertising (PR:167) (SP)

PROMOTION**Topic****Advertising****Performance Indicators**

Design web site (PR:102) (SP)
 Conceptualize web site design/components (PR:103, PR LAP 15 scheduled) (M/E)
 Calculate media costs (PR:009, PR LAP 6) (SP)
 Select advertising media (PR:010, PR LAP 5) (M/E)
 Buy advertisements (PR:104) (M/E)
 Evaluate effectiveness of advertising (PR:013) (M/E)

Topic**Publicity/Public Relations****Performance Indicators**

Write a news release (PR:057, PR LAP 10) (SP)
 Obtain publicity (PR:055, PR LAP 8) (M/E)
 Analyze costs/benefits of company participation in community activities (PR:056) (M/E)
Create interactive public relations (PR:168) (M/E)
 Develop a public relations plan (PR:088) (M/E)

Topic**Sales Promotion****Performance Indicators**

Describe sales-promotion techniques for e-commerce (PR:169) (SP)
 Design frequency marketing program (PR:105) (M/E)
 Analyze use of specialty promotions (PR:106) (M/E)
 Develop a sales promotion plan (PR:094) (M/E)

Topic**Management of Promotion****Performance Indicators**

Explain the nature of a promotional plan (PR:073) (SP)
 Coordinate activities in the promotional mix (PR:076) (SP)
Select techniques for promoting web site (PR:170, PR LAP 16 scheduled) (M/E)
 Use past advertisements to aid in promotional planning (PR:075) (M/E)
Select techniques to improve online response rate (PR:171) (M/E)
 Prepare promotional budget (PR:098) (M/E)
 Manage promotional allowances (PR:071) (M/E)
 Explain the use of advertising agencies (PR:081) (M/E)
 Develop an advertising campaign (PR:079) (M/E)
 Develop promotional plan for a business (PR:097) (M/E)
Incorporate e-commerce into promotional plan (PR:172) (M/E)

SELLING**Topic****Nature and Scope****Performance Indicators**

Explain the nature and scope of the selling function (SE:017, SE LAP 117) (CS)
Describe unique aspects of Internet sales (SE:302) (CS)
 Explain the role of customer service as a component of selling relationships (SE:076) (CS)

Topic	SELLING
Performance Indicators	<p>Nature and Scope</p> <p>Describe the nature of customer support for online sales (SE:303) (CS)</p> <p>Manage online customer support (SE:304) (SP)</p> <p>Determine strategies for online customer support (SE:305) (M/E)</p> <p>Explain key factors in building a clientele (SE:828, SE LAP 115) (SP)</p> <p>Explain company selling policies (SE:932, SE LAP 121) (CS)</p> <p>Explain business ethics in selling (SE:106) (SP)</p> <p>Describe the use of technology in the selling function (SE:107) (SP)</p> <p>Describe the nature of selling regulations (SE:108) (SP)</p>
Topic	Product Knowledge
Performance Indicators	<p>Acquire product information for use in selling (SE:062) (CS)</p> <p>Analyze product information to identify product features and benefits (SE:109, SE LAP 113) (SP)</p> <p><i>Explain the use of brand names in selling (SE:019) (CS)</i></p>
Topic	Process and Techniques
Performance Indicators	<p>Explain the selling process (SE:048, SE LAP 126) (CS)</p> <p>Prepare for the sales presentation (SE:067) (SP)</p> <p>Establish relationship with client/customer (SE:110, SE LAP 101) (CS)</p> <p>Address needs of individual personalities (SE:810, SE LAP 112) (SP)</p> <p>Determine customer/client needs (SE:111, SE LAP 114) (CS)</p> <p>Identify customer's buying motives for use in selling (SE:883, SE LAPs 102,109) (SP)</p> <p>Facilitate customer buying decisions (SE:811; SE LAP 108) (SP)</p> <p>Differentiate between consumer and organizational buying behavior (SE:112) (SP)</p> <p>Distinguish between online consumer and organizational buying behavior (SE:306) (SP)</p> <p>Assess customer/client needs (SE:113, SE LAP 120) (SP)</p> <p>Recommend specific product (SE:114, SE LAP 111) (CS)</p> <p>Demonstrate product (SE:893, SE LAP 103) (SP)</p> <p>Prescribe solution to customer needs (SE:115, SE LAP 113) (SP)</p> <p>Convert customer/client objections into selling points (SE:874, SE LAP 100) (SP)</p> <p>Close the sale (SE:895, SE LAP 107) (SP)</p> <p>Demonstrate suggestion selling (SE:875, SE LAP 110) (SP)</p> <p>Develop a plan for online suggestion selling (SE:307) (M/E)</p> <p>Sell good/service/idea to individuals (SE:046) (SP)</p> <p>Sell good/service/idea to groups (SE:073) (SP)</p> <p>Plan follow-up strategies for use in selling (SE:057, SE LAP 119) (SP)</p>

SELLING**Topic****Support Activities****Performance Indicators**

Calculate miscellaneous charges (SE:116) (CS)

Process sales documentation (SE:117) (SP)

Prospect for customers (SE:001, SE LAP 116) (SP)

Evaluate online prospects (SE:309) (SP)

Write sales letters (SE:118) (SP)

Create a presentation software package to support sales presentation (SE:119) (SP)

Topic**Management of Selling Activities****Performance Indicators**

Plan strategies for meeting sales quotas (SE:864, SE LAP 118) (SP)

Analyze sales reports (SE:056) (SU)

Explain the nature of sales management (SE:079) (SU)

Train sales staff in use of Internet (SE:310) (SU)

Explain the nature of sales training (SE:055, SE LAP 123) (SU)

Analyze technology for use in the sales function (SE:120) (M/E)

Develop plan for selling online (SE:311) (M/E)